Permit #F00021683

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00021683 **Type of Permit:** FILMING **Release Date:** 11/04/2009

Production Company IDENTITY

Insured Company Name IDENTITY

Contact Phone No. 1 212-683-2500
Contact Phone No. 2
Fax
Address 416 W 14TH ST, 4TH FLOOR
NEW YORK, New York 10014

Production Title MATCH.COM

Type of Production Commercial - Standard

Producer Carrie McLaren

Director Laurent Chanez

1st AD TBD TBD

Production Manager Rochelle Cooke

FilmL.A. Coordinator Asia Robinson

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Assistant NA NA
Primary Phone Office - 212-683-2500
Secondary Phone

Fees

Posting 300	$182.00
Posting 600	$52.00
Notification Charge	$775.00
FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA CITY DOT SIGN REMOVALS AND ENGINEERS	$452.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$120.00

Total Permit Fee $2,691.00

Number of Locations 7

NOT A PERMIT

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Summary Information — Location

Permit Number F00021683
Production Company IDENTITY
Insured Company IDENTITY
Production Title MATCH.COM

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Address 1520 N Cahuenga Blvd, Los Angeles, CA, 90028

Location Names

Location Type Retail Business

Location Description

Film Dates 11/5/2009 - 11/5/2009 06:00 - 13:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Identity Barbara Milczech.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	60
Cube Trucks	3
Generator	1
Motor Homes	3
Picture vehicles	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Extras	5
Spot Check	1

Filming Activities Equipment on property; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILMLA MONITOR TO REPOST POSTING SIGNS AT LOCATION, APPROVED PER PHAN AT DOT.
FILMLA MONITOR FEES DUE

Parking

Base Camp
Location Type : Private Parking Lot
Street : 6125 HOLLYWOOD BL

Crew Parking
Location Type : Private Parking Lot
Street : 6125 HOLLYWOOD BL

Posting "No Parking" signs S/S Selma Ave, Cahuenga Blvd - Ivar Ave

Approximate Footage 0 - 300 **Log Number** 1006407

Date(s) 11/5/2009 to 11/5/2009 **Time(s)** 06:00 to 15:00

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Summary Information — Location

Permit Number F00021683
Production Company IDENTITY
Insured Company IDENTITY
Production Title MATCH.COM

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Posting "No Parking" signs W/S Ivar Ave, Selma Ave - Sunset Blvd

Approximate Footage 301 - 600

Log Number 1006407

Date(s) 11/5/2009 to 11/5/2009

Time(s) 06:00 to 15:00

NOT A PERMIT

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Summary Information — Location

Permit Number F00021683
Production Company IDENTITY
Insured Company IDENTITY
Production Title MATCH.COM

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Address 6125 Hollywood Blvd, Los Angeles, CA, 90028

Location Names

Location Type Theater

Location Description

Film Dates 11/5/2009 - 11/5/2009 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	60
Cube Trucks	3
Generator	1
Motor Homes	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Extras	5
Spot Check	1

Filming Activities Equipment on property; Interior Dialogue; REMOVE AND REPLACE 3 SIGNS;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note WORK ORDER # 29140

Parking
Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

Posting "No Parking" signs S/S Hollywood Blvd, El Centro Ave - Gower St

Approximate Footage 0 - 300 **Log Number** 1006408

Date(s) 11/5/2009 to 11/5/2009 **Time(s)** 07:00 to 22:00

NOT A PERMIT

Permit #F00021683

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Summary Information — Location

Permit Number F00021683
Production Company IDENTITY
Insured Company IDENTITY
Production Title MATCH.COM

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Address Franklin Ave, La Brea Ave, Beverly Blvd, Vermont Ave, Los Angeles, CA, 90038

Location Names

Location Type Driving grid

Location Description

Film Dates 11/5/2009 - 11/5/2009 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Picture vehicles	2
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	10

Filming Activities Driving shots with the flow of traffic; Actors on sidewalk; Handheld camera in car;

Jurisdiction **Political:** Multiple Jursidictions **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note LOCATION EXCLUDES FREEWAYS, CITY OF WEST HOLLYWOOD & HANCOCK PARK/WINDSOR SQUARE AREAS

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

NOT A PERMIT

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Summary Information — Location

Permit Number F00021683
Production Company IDENTITY
Insured Company IDENTITY
Production Title MATCH.COM

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Address 17700 Pacific Coast Hwy, Los Angeles, CA, 90272

Location Names WILL ROGERS STATE BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 11/7/2009 - 11/7/2009 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

Please see attached document BEACHES and HARBORS WILL ROGERS BEACH CONDITIONS Dec 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	60
Cube Trucks	3
Generator	1
Motor Homes	3
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Extras	5

Filming Activities Camera & Equipment on Sand; Exterior Dialogue; 4x4 and stakebeds to transport equipment on sand. ; Camera, equipment, and gators on sand; Fiming at towers 15 and 16;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines

Coordinator Note GATORS USED FOR TRANSPORTING EQUIPMENT ONLY. GATORS MUST BE PARKED ON LOT WHEN NOT IN USE. NO DRIVING SHOTS ON SAND.

Coordinator Note NO WATER ACTIVITY

Coordinator Note PRODUCTION MUST NOT BLOCK, STAGE OR FILM ON EMERGENCY ACCESS ROUTES.

Coordinator Note STAKEBEDS AND 4X4 FOR TRANSPORTING EQUIPMENT ONLY. MUST BE PARKED ON LOT WHEN NOT TRANSPORTING EQUIPMENT. NO DRIVING SHOTS.

Parking

Base Camp
Location Type : LA County Parking lot

Crew Parking
Location Type : LA County Parking lot

NOT A PERMIT

Permit #F00021683

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	F00021683	**Location Manager**	Rick Schroeder
Production Company	IDENTITY	Primary Phone	Mobile - 818-726-5757
Insured Company	IDENTITY	Secondary Phone	Office - 212-683-2500
Production Title	MATCH.COM		

Street : PCI LOT WILL ROGERS 2, 50 SPACES

Street : PCI LOT WILL ROGERS 2, 50 SPACES

NOT A PERMIT

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Summary Information — Location

Location 5 of 7

Permit Number F00021683
Production Company IDENTITY
Insured Company IDENTITY
Production Title MATCH.COM

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Address 1652 N Cahuenga Blvd, Los Angeles, CA, 90028

Location Names

Location Type Restaurant

Location Description

Film Dates 11/5/2009 - 11/5/2009 16:00 - 22:00

Open or Closed to the Public Open

Generic Conditions

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	60
Cube Trucks	3
Generator	1
Motor Homes	3
Picture vehicles	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Extras	5

Filming Activities LOCATION CANCELED 11/3 NOTIFICATION AND POSTING FEES DUE;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note LOCATION CANCELED 11/3 NOTIFICATION AND POSTING FEES DUE

Parking

Base Camp
Location Type : To Be Determined
Street :

Crew Parking
Location Type : To Be Determined
Street :

Posting "No Parking" signs E/S N Cahuenga Blvd, Hollywood Blvd - south 100' (to alley) (POSTING CANCELED, FEES DUE)

Approximate Footage 0 - 300 **Log Number** CANCEL

Date(s) 11/5/2009 to 11/5/2009 **Time(s)** 16:00 to 22:00

NOT A PERMIT

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Summary Information — Location

Permit Number F00021683
Production Company IDENTITY
Insured Company IDENTITY
Production Title MATCH.COM

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Address 7122 Beverly Blvd, Los Angeles, CA, 90036

Location Names

Location Type Cafe

Location Description

Film Dates 11/5/2009 - 11/5/2009 10:00 - 16:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	60
Cube Trucks	3
Generator	1
Motor Homes	3
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Extras	5
Spot Check	1

Filming Activities Equipment on property; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note Sigs for posting / res on side streets

Coordinator Note NO PARKING IN FRONT OF 7122A BEVERLY BL

Parking

Base Camp
Location Type : Private Parking Lot
Street : 6125 Hollywood bl

Crew Parking
Location Type : Private Parking Lot
Street : 6125 Hollywood bl

Posting "No Parking" signs S/S Beverly Blvd, La Brea Ave - Detroit St

Approximate Footage 0 - 300 **Log Number** 1006441

Date(s) 11/5/2009 to 11/5/2009 **Time(s)** 11:00 to 22:00

NOT A PERMIT

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Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00021683
Production Company IDENTITY
Insured Company IDENTITY
Production Title MATCH.COM

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Posting "No Parking" signs E/S Detroit St, Beverly Blvd - south 100'

Approximate Footage 0 - 300

Log Number 1006455

Date(s) 11/5/2009 to 11/5/2009

Time(s) 11:00 to 22:00

NOT A PERMIT

Permit #F00021683

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www.filmla.com

Summary Information — Location

Permit Number F00021683
Production Company IDENTITY
Insured Company IDENTITY
Production Title MATCH.COM

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Address 6371 Selma Ave, Los Angeles, CA, 90028

Location Names

Location Type Restaurant

Location Description

Film Dates 11/5/2009 - 11/5/2009 10:00 - 16:00

Open or Closed to the Public Closed

Generic Conditions

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	60
Cube Trucks	3
Generator	1
Motor Homes	3
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Extras	5

Filming Activities LOCATION CANCELED, NOTIFICATION AND POSTING FEES DUE;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note LOCATION CANCELED, NOTIFICATION AND POSTING FEES DUE

Parking

Base Camp
Location Type : To Be Determined
Street :

Crew Parking
Location Type : To Be Determined
Street :

Posting "No Parking" signs E/S Cahuenga Blvd, Selma Ave - north 75' (POSTING CANCELED, FEES DUE)

Approximate Footage 0 - 300 **Log Number**

Date(s) 11/5/2009 to 11/5/2009 **Time(s)** 11:00 to 22:00

Posting "No Parking" signs N/S Selma Ave, Cahuenga Blvd - east 75' (POSTING CANCELED, FEES DUE)

Approximate Footage 0 - 300 **Log Number**

Date(s) 11/5/2009 to 11/5/2009 **Time(s)** 11:00 to 22:00

NOT A PERMIT

Attn: Barbara

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Identity Media ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 1.21.09

X _____

Representative's Signature

Barbara Miletich

Representative's Name (Please Print)

Prod. Mgr. and acting Rep for Identity Media

Representative's Title (Please Print)

Identity Media

Name of Principal (i.e. company name)

(Please Print)

400 W. 14th

14th Flr. NY, NY

10014

Principal's Mailing Address (Please Print)

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

Just sign & Fax Back
Thanks!

NOT FOR PERMIT

Permit #F00021683

Special Filming Conditions for Los Angeles County Beaches

WILL ROGERS STATE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ON SAND.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement and time. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **When utilizing beach in front of Gladstone's, companies must also contact Gladstone's (310) 459-9746**
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- No filming at Lifeguard tower #4
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

NOT A PERMIT